



Mendocino Food and Nutrition Program Inc  
The Fort Bragg Food Bank  
**Strategic Plan 2018**

*OUR VISION: People coming together to create hope for a dignified, abundant life for everyone.*

*OUR MISSION: To support people in creating a healthy and better life by providing them with nutritious food.*

## Our Goals:

To provide food to people at risk of hunger.

- To provide emergency groceries directly to clients on a weekly basis from the Fort Bragg Food Bank, serving coastal Mendocino County from Elk to Westport.
- To continue to improve the nutritional value of the foods we distribute with emphasis on 1) fresh produce; 2) protein; 3) basic inexpensive healthy foods like whole grains and beans.
- To provide for the special nutritional needs of vulnerable groups (children, seniors and people with health issues like diabetes).
  - **2018 Task:** To continue our Ensure Nutritional Drink program.
  - **2018 Task:** To try to implement some kind of diabetes program with or without the help of REFB.
  - **2018 Task:** To continue our Protein for Kids program, soliciting funding from JG Cummings Foundation.
  - **2018 Task:** Create a more specific set of goals regarding our acquisition of nutritious food.
- To distribute food to other emergency food distribution organizations (food pantries and soup kitchens) countywide and to assist these organizations as needed to improve their service to their local communities.
  - **2018 Task:** Continue supplying the small rural food pantries with increased fresh produce – and providing transport to them for other foods they order through the agency ordering program at REFB.
  - **2018 Task:** Approach Anderson Valley and Laytonville pantries about picking up food for them at REFB.

## To maintain and improve our infrastructure

- **2018 Task:** Implement Wish List approved by the board of directors, which at this point includes:
  - Paving the Entire Parking Lot
  - New shelving for the walk-in refrigerator
  - New stocking dollies
  - New Computer Server and upgrade work stations as needed.
  - Upgrade to accounting software

## To adopt and implement policy for handling reserve funds, including possible investment of excess funds.

## To secure adequate funding to maintain/improve our level of service and to insure longevity of the organization

- **2018 Task:** 1) Continue to develop and expand our Cook-Off fundraiser. 2) Revive the Breakfast Club Raffle. 3) Consider continuing our Spirit of America concert for the Fourth of July concert (or other holiday). 4) Add a Decorated Christmas Tree Auction and Event
- **2018 Task:** Continue local fundraising efforts through: Newsletters, Turkey Challenge, Buy-a-Turkey drive etc.
- **2018 Task:** Look for ways for the Board of Directors to take the lead in developing additional fundraising opportunities.

## To inform the community of our programs and needs and to develop strong contacts with supportive individuals and groups within the community

- **2018 Task:** Contact each major local civic/service group and offer to speak to their group (Rotary Fort Bragg, Rotary Mendocino, Soroptimists, Kiwanis etc).
- **2018 Task:** Submit an article, photo, or letter to the editor to the Advocate approx 4 times during the year.
- **2018 Task:** Make more use of radio interviews.
- **2018 Task:** Encourage Board Participation in community relations.

To continually strive to improve our operational efficiency and effectiveness.

- **2018 Task:** To attempt to find a suitable and affordable food inventory program that will streamline our food inventory procedures.

To emphasize safety.

- **2018 Task:** Carry out a comprehensive annual safety review.
- **2018 Task:** Continue to make sure all staff have received safe food handling training and that all drivers and warehouse people have received forklift training and truck driving safety training.

To implement succession planning.

- Nancy's latest (tentative plan) is to give notice in August 2019 – and be willing to stay on up to one year after that, as needed and as determined by the board, while the board hires a new ED, and to help train the new person.

To Strengthen the Board of Directors

- **2018 Task:** Add more board members.
- **2018 Task:** Consider implementing an annual self-review of the performance of the board of directors and of policy and practices relating to the function of the board.
- **2018 Task:** Review By-Laws, Personnel Policy and other Food Bank Policies and amend as needed.
- **2018 Task:** Provide a more comprehensive information packet for new board members, including by-laws, the strategic plan and basic information on our food programs.

To emphasize high-standards of integrity, fairness and dignity.